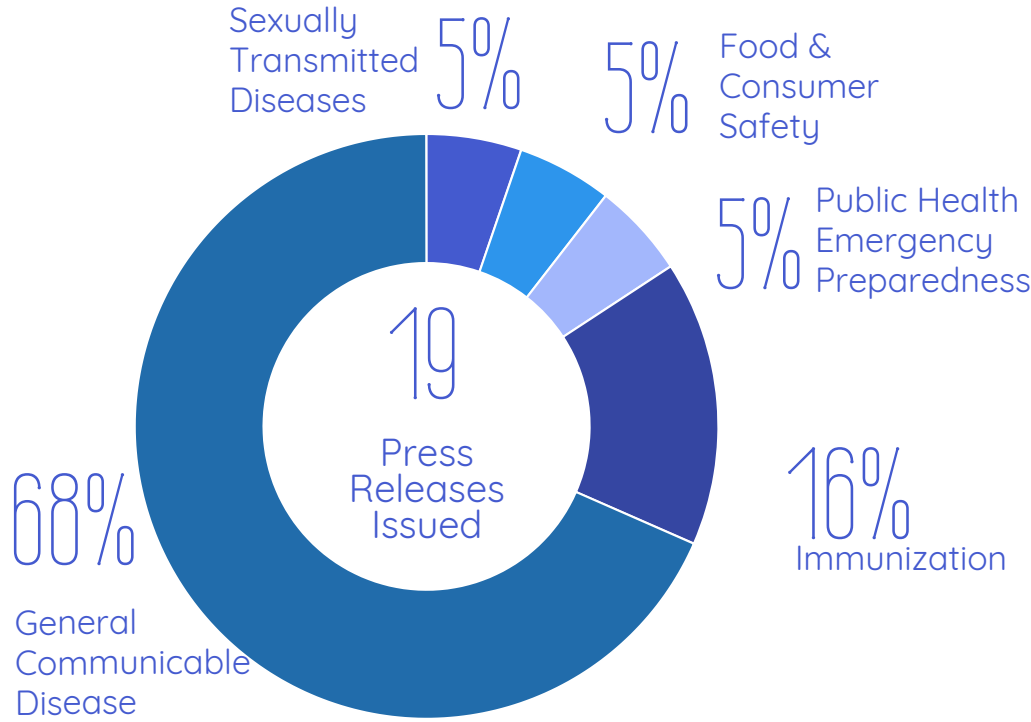


Communicating Public Health News

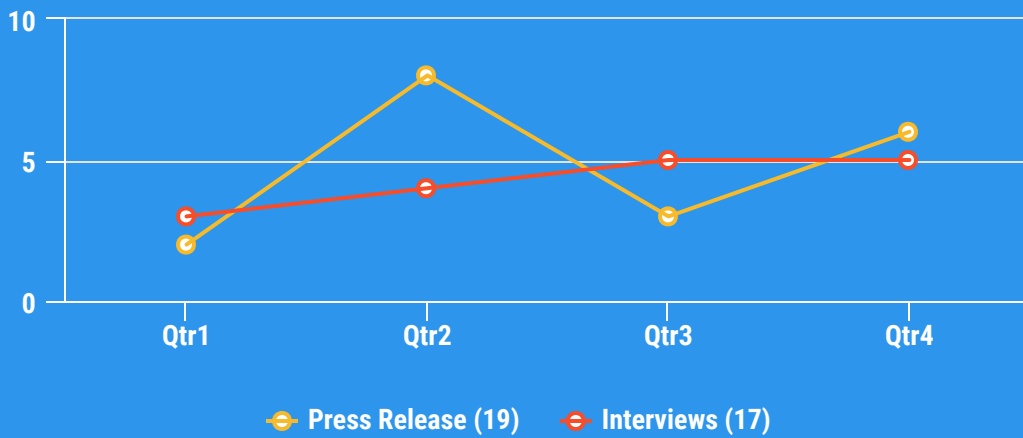
2018 Highlights from the Communicable Disease Bureau

Public health programs at the local, state and national levels collect a vast amount of information. Using this information to **educate, warn, and guide program improvements** are essential public health activities. Our recent efforts to **share information** with the general public through news releases, and more recently social media, are detailed below.

Press Releases by Topic Area and Subject



Press Releases & Interviews, by Quarter, in 2018



Press releases and interviews may result from **predictable** or **unpredictable** events. The increase in activity as spring and winter months approach are the result of "predictable" events such as vector borne/animal disease warnings or, in the case of winter, respiratory season.

Of the 19 press releases, about 4 were "unpredictable", and resulting from **E. coli** outbreaks, **deaths** from communicable conditions and an increase in **IDU-related HIV** cases.

The 17 **media interviews** generally followed the topics of our press releases.

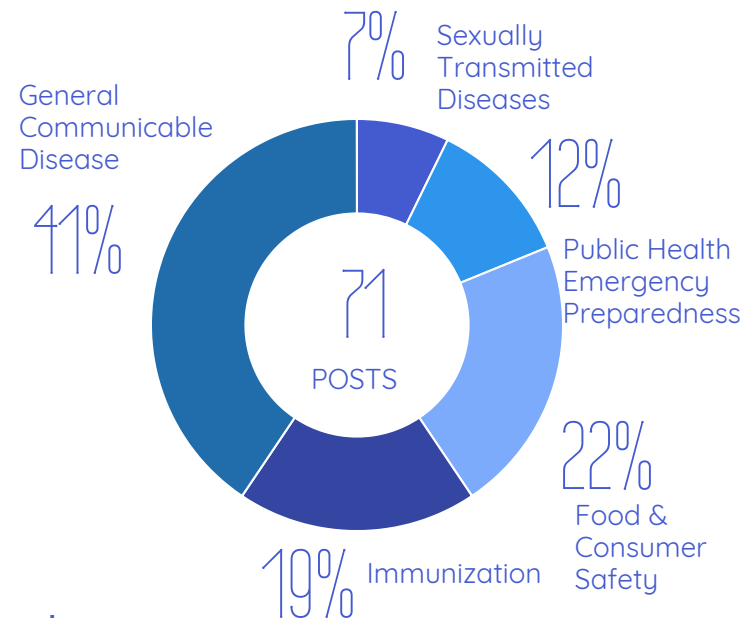
Use of Social Media to Inform the General Public

In late August, the Public Health Safety Division created a Facebook page to increase our ability to share with the general public and our partners. Below is a snapshot of our progress to date.



Most Popular Post with 998 reached was an upset penguin with norovirus.

279 Followers
86% Women; 13% Men



Most Commented on Post or Posts: Anything Immunization related



Keep up with public health in Montana by following us on Facebook at: **Public Health in the 406**

